

2012 OPPORTUNITIES REGISTRATION FORM

ON A SPACE-AVAILABLE BASIS, PLEASE REGISTER ME FOR THE OPPORTUNITIES WHICH I HAVE CHECKED BELOW.

Hotel: _____

Print Name: _____ Title: _____

Signature: _____ Date: _____

Terms and conditions may apply. Payment due at time of registration.

SALES OPPORTUNITIES	DATE	DAYS	LOCATION	COST	REMAINING AVAILABILITY	✓
Preservation Client Database E-Blast Program	Jan-Dec	1	Website	\$375 for shared e-blast \$950 for exclusive e-blast	All Hotels	
National Trust Member Group Rate Program	On-Going	On-Going	Website	Complimentary	All Hotels	
Group Value Dates	On-Going	On-Going	Website	Complimentary	All Hotels	
Pharmaceutical Meeting Forum	March 7	2	Philadelphia	\$4,000 per participant	15	
Chicago Client + Media Showcase	April 12	1	Chicago	\$950 for first attendee	50	
ASAE Springtime	May 3	1	Washington, DC	\$2,200 per participant	15	
New York City Client + Media Showcase	May 16	1	New York	\$1,895 for two participants	50	
Global Business Travel Association	July 22	3	Boston	\$2,900 per participant	15	
HSMAT'S MEET	September 5	2	Washington, DC	\$2,100 per participant	15	
Washington, DC Client Event	September 6	1	Washington, DC	\$950 for first attendee	50	
San Francisco Client + Media Showcase	September 9	1	San Francisco	\$950 for first attendee	50	
National Trust for Historic Preservation - National Preservation Conference	October 31	3	Spokane	\$1,750 per participant	15	
Association Forum Holiday Showcase	December 11	1	Chicago	\$2,200 per participant	15	
REVENUE ACCOUNT MGT OPPORTUNITIES	DATE	DAYS	LOCATION	COST	REMAINING AVAILABILITY	✓
Participation Summary / Revenue Evaluation	On-Going			\$500/1, \$750/2, \$1,200/4	HE Hotels	
Business Review Services	On-Going			\$500/1, \$750/2, \$1,200/4	HE Hotels	
Hot Deals Featured on the HHA Website	On-Going			Complimentary	All Hotels	
Hotel Link on PreservationNation.org	On-Going			Complimentary	All Hotels	
iRate - Rate Shopping Tool	On-Going			Starting at \$100/Month	All Hotels	
Guest Connect Booking Engine	On-Going			Ask for Quote	HE Hotels	
iInterface - Property Management Interface	On-Going			Ask for Quote	HE Hotels	
iMobile - Mobile Booking Engine	On-Going			\$400 Set-up, \$75/Month	HE Hotels	
iAnswer - Call Gating Services	On-Going			\$550 Set-up, \$5/Call	HE Hotels	
iConnect	On-Going			Ask for Quote	All Hotels	
iShop	On-Going			Ask for Quote	All Hotels	
MARKETING OPPORTUNITIES	DATE	DAYS	LOCATION	COST	REMAINING AVAILABILITY	✓
Cooperative Marketing Program	Jan-Dec	30	Online, Print	Marquee: \$3,500 Premiere: \$2,250 Showcase \$1,250	Advance sign-up required	
Name Exchange Promotional Campaign	Jan-Dec	30	Website	Minimum: 7,500 names Maximum: 20,000 names	15	
Hosted Media Lunch	February 29	1	Atlanta	Host Hotel: \$2,000 Participating Hotel: \$500	Host: 1 Participating: 8	
Hosted Media Lunch	March 29	1	New Orleans	Host Hotel: \$2,000 Participating Hotel: \$500	Host: 1 Participating: 8	
Hosted Media Lunch	April 26	1	Long Beach	Host Hotel: \$2,000 Participating Hotel: \$500	Host: 1 Participating: 8	
Hosted Media Lunch	July 26	1	Boston	Host Hotel: \$2,000 Participating Hotel: \$500	Host: 1 Participating: 8	
Hosted Media Lunch	August 23	1	Charleston	Host Hotel: \$2,000 Participating Hotel: \$500	Host: 1 Participating: 8	
Hosted Media Lunch	October 17	1	New York	Host Hotel: \$2,000 Participating Hotel: \$500	Host: 1 Participating: 8	
Hosted Media Lunch	December 6	1	Washington, DC	Host Hotel: \$2,000 Participating Hotel: \$500	Host: 1 Participating: 8	
National Trust for Historic Preservation Member Rates	On-Going	On-Going	Website	Complimentary	All Hotels	
National Trust for Historic Preservation Advertising Campaign	On-Going	On-Going	Preservation Magazine	\$150 per Hotel/Quarter	80, 90-day Advance sign-up NTHP rate req.	
Historical Experience Packages	On-Going	On-Going	Website	Complimentary	All Hotels	
City Spotlight Campaigns	On-Going	30	Website	Complimentary	Advance sign-up required	
Seasonal Packages (President's Weekend)	February	Feb, Mar, Apr	Website	Complimentary	Advance sign-up required	
Seasonal Packages (Preservation Magazine)	May	30	Website	Complimentary	Advance sign-up required	
Seasonal Packages (Civil War Sesquicentennial)	June	June-Aug	Website	Complimentary	Advance sign-up required	
Seasonal Packages (Fall Back in Time, 2012)	September	Sept, Oct, Nov	Website	Complimentary	Advance sign-up required	
Seasonal Packages (Winter Values, 2012 - 2013)	December	Dec, Jan, Feb	Website	Complimentary	Advance sign-up required	